

Rashida Ali

UI/ UX DESIGN PROPOSAL

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The objective of this project is to redesign ReminderX, a “To-Do” list and reminder application into a user-friendly and more advanced version that meets the needs of its users and attracts more customers by standing-out amongst its competitors. In order to achieve this vision, we will be conducting user research interviews to determine the needs and pain points of the potential users. By analyzing the results from these interviews, we will be creating a user persona, which will help us empathize with our users and guide us in the next phase of our redesigning journey.

Project Proposal

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- Activities
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- Pricing and Terms
- Typical Payment Schedule

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- Session Summary
- Moderator’s Guide

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- User Research Highlights
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- Suggested Boarding Pattern
- User Persona

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Digital Wireframes

Project Proposal

BACKGROUND

ReminderX is a simple “to-do” list and reminder application, compatible with iOS and Android which simplifies organization needs. To determine the next steps in ReminderX’s journey, it’s stakeholders want to ascertain what users to focus on, problems/hindrances, and how to solve them.

This Project proposal is for ReminderX’s stakeholders by Rashida Ali. The project is designed to gain product insights from target users through user research, creating design alternatives to solve the problem statement and deliver the finest results through our user experience services.

GOALS

Help the client determine product direction by providing useful information and insights through UX work by answering the questions of: -

- Which users to focus on, by conducting user research
- What problems need to be solved, by analyzing user research results to determine user’s pain points, areas of dissatisfaction and moments of pleasure
- How to solve those problems by designing alternatives and providing feedback

ACTIVITIES

- Conducting user research to ascertain target users, their needs, pain points, satisfaction/dissatisfaction
- Creating low-fidelity designs (workflows, wireframes) for the app
- Revising design on the basis of feedback and critique from team mates
- Creating a detailed digital mock-up of the final design

DELIVERABLES

- Analysis of user research data in the form of a short report
- Small updates to keep the stakeholders posted with the progress of the project
- A detailed, real-life digital design after critique and feedback

TIMELINES

| | W1 | W2 | W3 | W4 | W5 | W6 | W7 |
|---------------------------------------|----|----|----|----|----|----|----|
| Project kick-off | ● | | | | | | |
| Proposal approval received | ● | | | | | | |
| Create research protocol | | ● | | | | | |
| Conduct user research | | ● | | | | | |
| Analyze research results | | | ● | | | | |
| Create UX brief for stakeholders | | | ● | | | | |
| Create design workflow and wireframes | | | | ● | | | |
| Initial critique and feedback | | | | | ● | | |
| Revising initial design | | | | | ● | | |
| Update/ short report for stakeholders | | | | | ● | | |
| Create digital mock-up | | | | | | ● | |
| Design approval | | | | | | | ● |

PRICING AND TERMS

Estimated costs associated with this project

| | Amount |
|--|-----------|
| UX Design services-User experience and usability testing, User Interface and experience designing, Recruiting and project management | \$ xx,xxx |
| Participant recruiting and compensation | \$ xx,xxx |
| Travel estimate and facility rent | \$ xx,xxx |
| Miscellaneous expenses | \$ xx,xxx |
| Estimated total cost | \$ xx,xxx |

TYPICAL PAYMENT SCHEDULE

The typical payment schedule: -

- Retainer fee- xx% of the total estimated cost; payable prior to commencement of the project
- Invoices by our company will be generated in every two weeks after the commencement; payment is due in full within 7 days
- Upon completion of the project, we shall deliver all the work done to ReminderX. The remaining payment has to be made when our designs are approved by Reminderx’s representative

User Research Protocol

RESEARCH GOALS AND METHOD

- To understand the general attitude of users towards maintaining a “to-do” list and reminders
- To understand the general attitude of users towards using “to-do” list and reminder application
- To discover which apps people currently use to maintain such lists in their daily lives
- To find out what features users desire and what makes such apps stand out

To accomplish this, the team will interview 4 participants who could be the potential users of ReminderX. The interview sessions will take 12 to 24 minutes of total time. Voice audio will be recorded.

SESSION SUMMARY

| | Time |
|---|-------------|
| Introduction and consent approval | 2-5 minutes |
| Getting to know the user | 2-5 minutes |
| User preferences/ thoughts about managing daily tasks | 2-5 minutes |
| Introducing product concept | 2 minutes |
| User perception about the app | 2-5 minutes |
| Wrap-up | 2 minutes |

MODERATOR’S GUIDE

Participant Number
Name
Age

Introduction 2-5 minutes

Hi my name is Rashida Ali. I’m conducting a research for ReminderX. I’d like to ask you a few questions about your experience with creating task list or “to-do” list in your daily life. You don’t have to answer any question you’re not comfortable with and there is no right or wrong answer. Thank you for participating in the interview today.

Before we begin, Do I have your consent for recording this session?
Do you have any questions for me before we get started?

RECORDING STARTS NOW

Getting to know the user 2-5 minutes

Would you like to tell me a bit about yourself, what do you do, your hobbies?

How often do you use apps on your phone and which apps do you most frequently use?

User preferences/thoughts about managing daily tasks. 2-5 minutes

Suppose you have a busy week, don’t want to forget any important tasks and want to be organized, how would you do that?
Do you keep some kind of reminder or to-do list? If yes then tell me about it.

How would you feel about using a mobile app for maintaining such lists and reminders?
(If not already an app user)

Which app do you currently use for maintaining to-do lists and reminders? And why?
(If already a to-do list app user)

Introducing Product Concept 2 minutes

Now I’d like to describe to you a mobile app that we’re working on. It’s a combination to-do list and reminder app. Today it does the basics – it allows you to create a list of to-do items, and set up reminders for these items. There are many apps for iOS and Android like our app, and we’re looking to identify people’s wants and needs so we can improve and differentiate our app

User perception about the app 2-5 minutes

What are your first thoughts about what I’ve just described?

What more would you need from this app, in order for you to use it?

Any additional thoughts or ideas you might have, that you think would be valuable to us?

Wrap-up 2 minutes

Thank you very much for your time. I appreciate your help.

END RECORDING

User Research Brief

RESEARCH APPROACH

ReminderX's user research was conducted in the form of one-on-one in person/on call interviews with four participants from various backgrounds ranging from students to software engineers. The motive of conducting an interview was to make participants feel comfortable and get their unbiased candid responses, attitudes towards using a To-Do and reminder application, the shortcomings in their current application (if they are already a user), and their needs as potential users.

FINDINGS AND RECOMMENDATIONS

After reviewing the research results and grouping the related data, we synthesized that 75% of the potential users find it difficult to access the To-Do application every day and find it easier to use a notepad and tick-off tasks done as it gives them a feeling of accomplishment and is a smoother experience.

In order to meet the needs of our target users these are some suggestions:

- Easy to use interface which can quickly add tasks with fewer clicks and has an optional app navigation tour to accustom the first time user
- Option to enable voice control so that users can add tasks and reminders without even touching the phone which eliminates the difficulty of access
- Home page with presents all the lists at one place for easier navigation
- Categorization of tasks according to due dates and option to set priority levels
- Integrates with other calendars and sharable lists

USER RESEARCH HIGHLIGHTS

- Eliminate the difficulty of access /use of the application by creating an easy to use interface and flow to allow the user to quickly add task with fewer clicks
- Provide users with the option to enable voice control to add reminders anytime/ anywhere
- Easier navigation can be achieved through providing all the useful information at one place
- Share lists with family or colleagues through "Share List" option
- Integration of the application with other calendars

DESIGN TENETS

Minimalist aesthetic- Visually clean, easy to navigate and clutter free for daily use and focuses on functionality

Inclusive- Our design need to cater the needs of people from all age groups and various backgrounds

Clarity- Symbols, elements and features are intuitive and recognizable for the user

Easy to use- Main purpose of the design is to help people complete tasks with ease and as little friction as possible.

Easy accessibility- Everyone can access the application via touch or voice control

SUGGESTED ON-BOARDING PATTERN

For ReminderX, Interactive guide/Walkthrough tour would be appropriate as it would give the users a hands-on experience which creates a huge impact as users don't just watch, they do! This pattern of on-boarding helps users learn better and feel included which makes their whole on-boarding process much memorable. Users also get the option of skipping the tour and taking it later, which is important as a new user always wants to see the app first

USER PERSONA



“I want a reminder app that seamlessly fits into my busy life, an app that I can use at work, at home, or even while I am on the road, driving!”

AGE
30 Years

LOCATION
Seattle, WA

OCCUPATION
Software Engineer

EDUCATION
M.Sc. in Software Engineering

STATUS
Married with 1 kid

USER PERSONA

NIKITA

ABOUT

Nikita is a dedicated software engineer working for a multi-national company in Seattle since 4 years. She loves cooking Indian food, reading books and occasionally going out on hikes. For managing daily tasks she uses a notepad and checks-off the list as she completes each task. She wants to switch to an app that is user-friendly, easily accessible and doesn't waste her time as she stays busy with work and her kid.

GOALS

- Organization and time management
- Remembering important events
- Remembering and managing household chores
- Prioritization of tasks

NEEDS

- Easy to use and quickly adds task
- Works with voice control
- Multiple platform support, ex. google calendars
- Shows all the information at one place

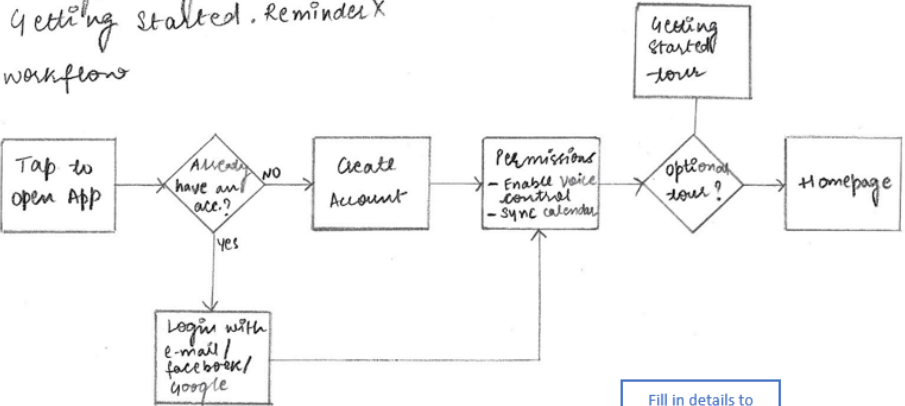
PAIN POINTS

Finds the whole process of unlocking the phone, opening the app and writing down a task exhausting

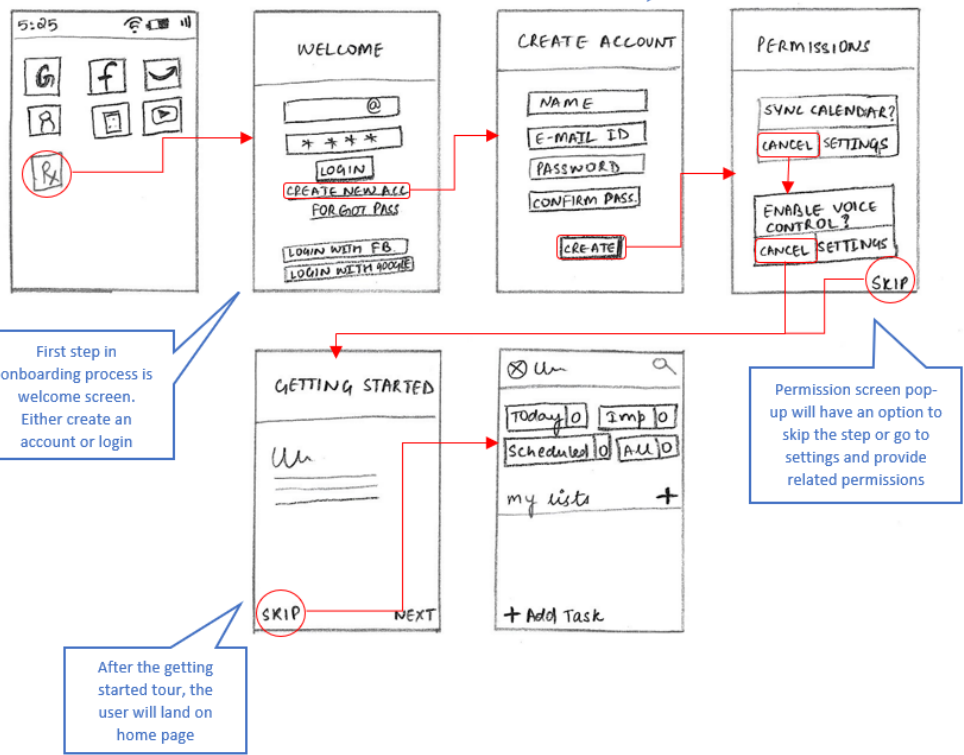
Lo-fi Workflows and Wireframes

User journey 1
Getting started. ReminderX

workflow

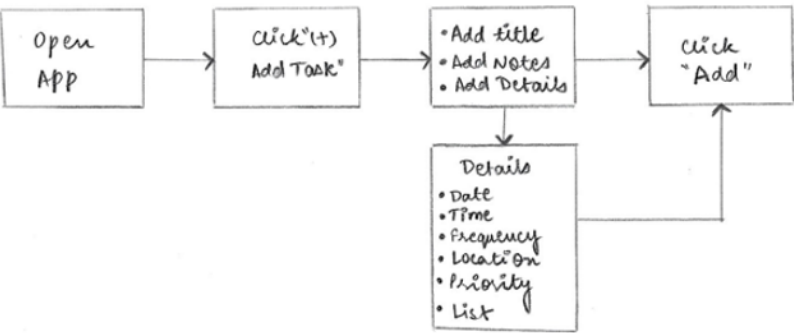


wireframes

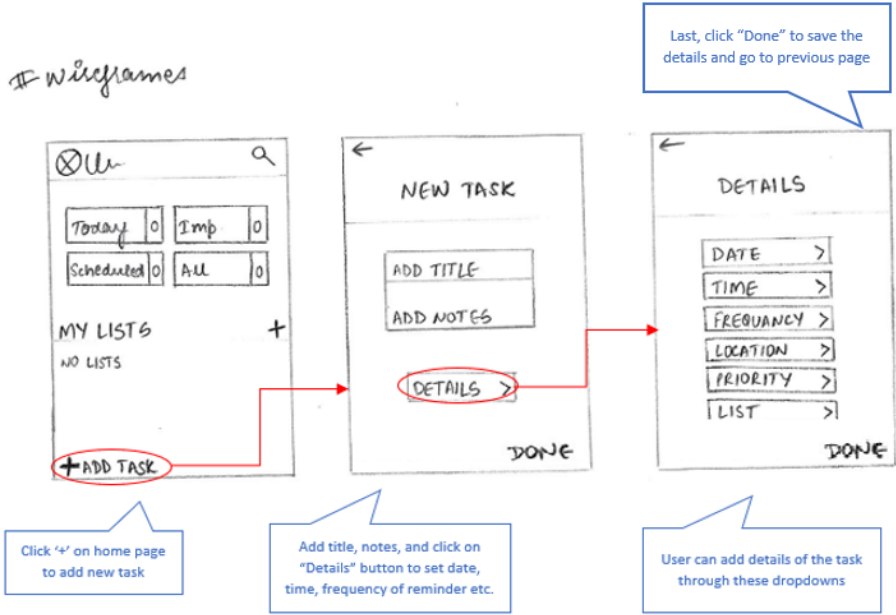


Getting started/ On-boarding

User journey 2
Add a reminder / task. ReminderX Mobile App.
workflow



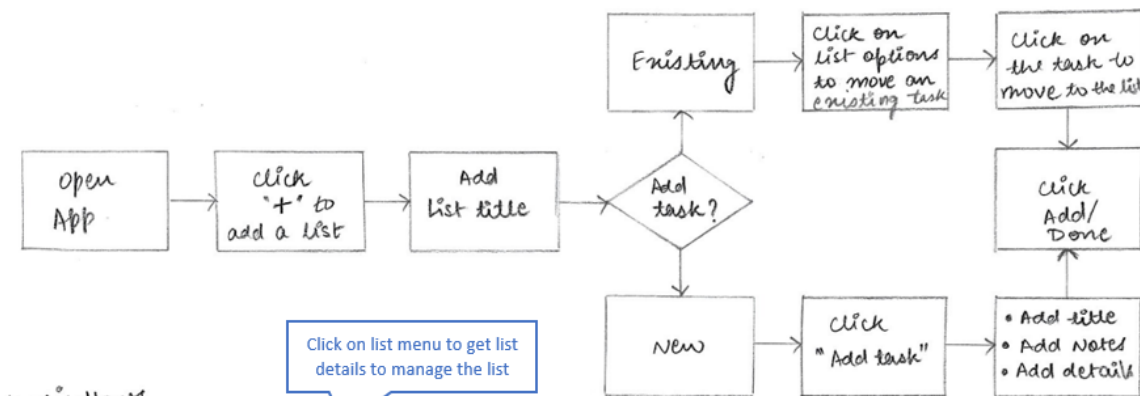
wireframes



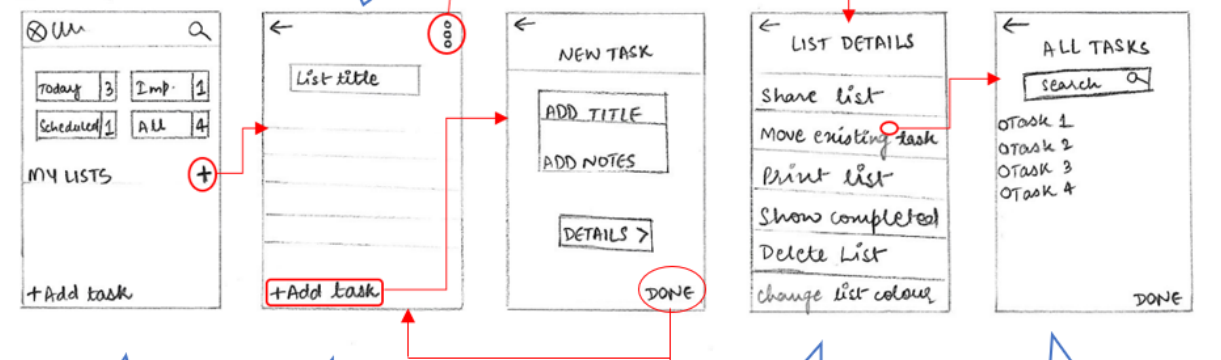
Adding a new task/ Reminder

user journey 3
Create new list, ReminderX mobile App.

workflow



wireflows



Click '+' on the right corner parallel to my list to create a new list

Add list title and click on 'Add Task' to add a new task in this list

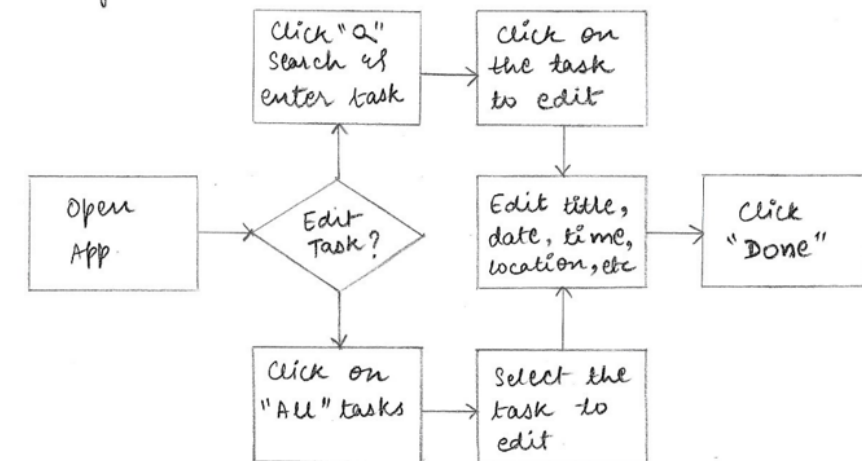
Click on 'Move Existing Task' to move already existing task from another list to this list

Click or search desired task to move to this new list and click 'Done' to go back to the list

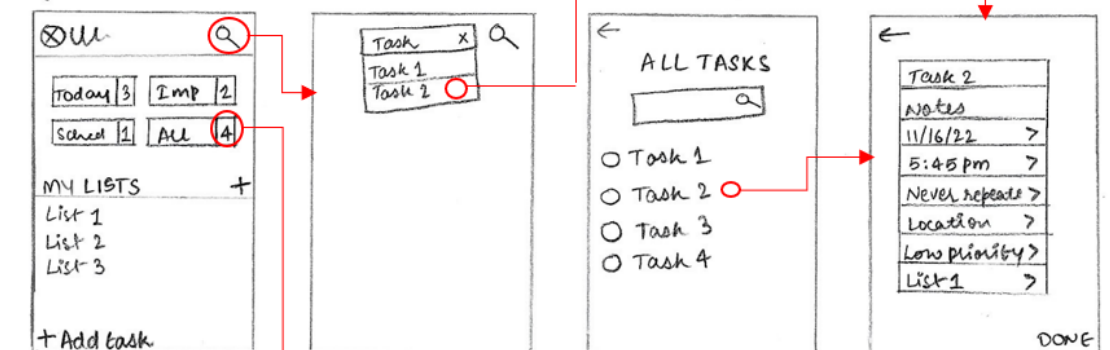
Creating a new list

user journey 4
Edit existing task, ReminderX mobile App.

workflow



wireframe



Edit an existing task on home page by:
a. Using search button
b. Clicking on categories

Click the task you want to edit from search pop-up

Click the task you want to edit from "All Tasks"

Already saved/existing task opens

Editing an existing task

Digital Wireframes



Open ReminderX app

Login with existing/ Facebook/ Google account or create a new one

Create account
Enter details to get started

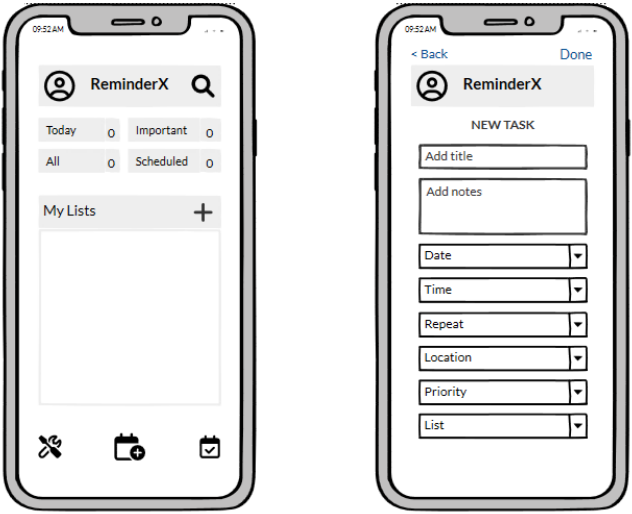
Permission pop-up to access calendar will appear
These settings can also be changed later in the app



Permission pop-up to enable voice control will appear

Optional Tour page
User will get to know the features of this app through this to, option to 'skip' and see later for smooth user flow

Homepage
A Add task/reminder
B App Settings
C Show Completed task
D Add new list
E Categories
F Search

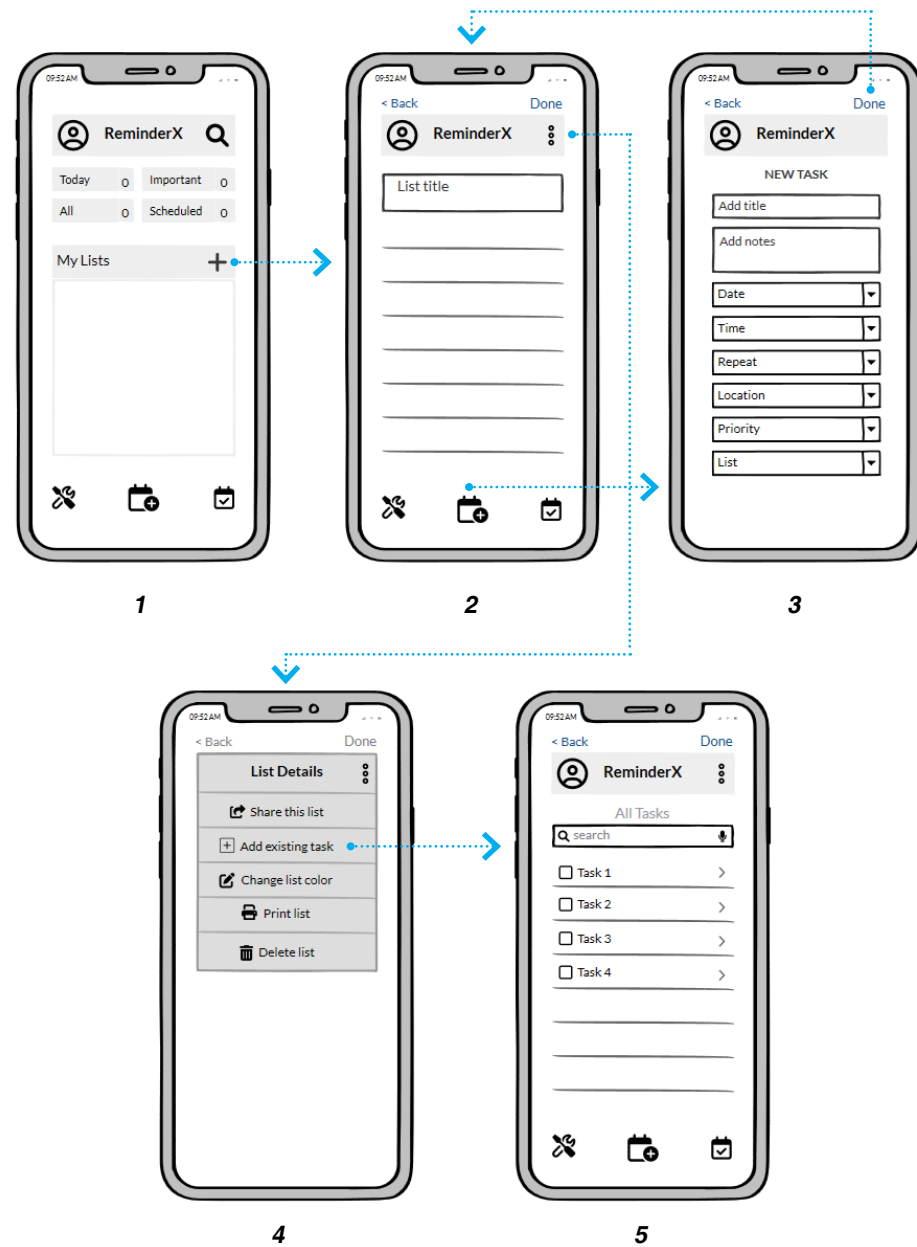


Home Page
Tap (+) to add new task

Add details to new task
Add title, additional space for notes, drop down menu to set date, time, reputation, etc.
Tap 'Done' to save the task

Add a task

On-Boarding Experience



1 Homepage

Click (+) near my lists to create new list

2 New list page

User will add title to the new list, add task by tapping '+' at the bottom of the page and access other options through the 'List detail' option at the top right corner of the page

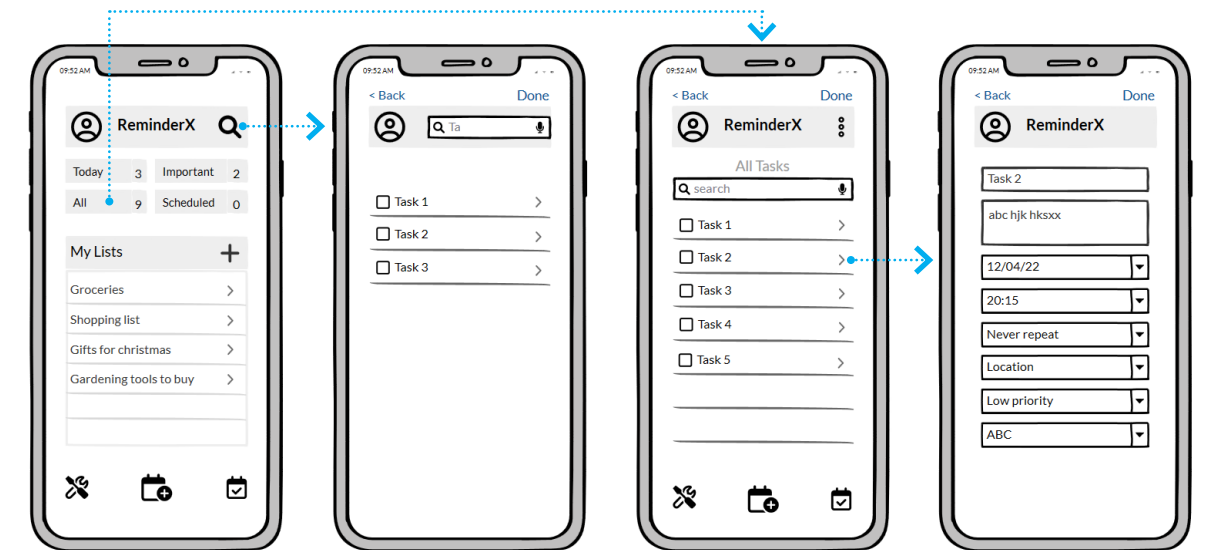
3 Add new task

Fill in the details for the new task to be added in the list, tap 'Done' to save the task and go back to the previous page

4 List details pop-up

User can move an already existing task through 'Add existing task' option to this list and will have multiple options like- share list, change color, delete list etc.

Creating a new list



Homepage

User can edit the existing task by either searching by task name in the search bar or for the Categories/ My lists

Search

Search the task using voice control or by typing task name

All tasks

Select the task to be edited from 'All tasks'

Task details

Edit the task details of the selected task through the drop-down options and tap 'Done' to save the changes

Edit an existing task

User Research Brief

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- Integrates with other calendars and sharable lists

USER RESEARCH HIGHLIGHTS

Following are the needs and wants of the potential users after reviewing the user research results of ReminderX- To-Do Application:

- Eliminate the difficulty of access /use of the application by creating an easy to use interface and flow to allow the user to quickly add task with fewer clicks
- Provide users with the option to enable voice control to add reminders anytime/ anywhere
- Easier navigation can be achieved through providing all the useful information at one place
- Share lists with family or colleagues through "Share List" option
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